

WHAT IS CLAIMED IS:

1. A broadcasting system comprising:
 - a broadcast station for broadcasting attributive information, in which attribution is shown and digital contents;
 - a plurality of receiving apparatuses having receiving means for receiving said digital contents and said attributive information, which are put on the air from said broadcast station;
 - recording medium for recording the received digital contents and the received attributive information;
 - output means for outputting the received digital contents;
 - selecting means for comparing selective information showing a user's taste with the attributive information, which is provided to the digital contents to select the digital contents; and
 - controlling means for controlling to output the digital contents, which are selected by said selecting means, among the digital contents which are received by said receiving means, and the digital contents which are recorded in said recording medium or controlling to record the digital contents, which are selected by said selecting means, among the digital contents which are received by said receiving means.
2. The broadcasting system according to claim 1, wherein said receiving apparatus comprises display means for displaying title information of the digital contents, which are capable of being listened and viewed and the attributive

information showing the attribution of this digital contents on said display means and selective information generation means for generating said selective information on the basis of inputted information, which is inputted by the user, in response to the displayed information.

3. The broadcasting system according to claim 1, wherein said selective means of said receiving apparatus updates the descriptive contents of said selective information on the basis of the attributive information which is provided to the digital contents, which are outputted or recorded by said controlling means.

4. The broadcasting system according to claim 3, wherein said receiving apparatus comprises transmitting means for transmitting the selective information, of which the descriptive contents are updated by said selective means, to said broadcast station and said broadcast station selects the digital contents to be put on the air on the basis of the selective information, which is transmitted from each receiving apparatus.

5. The broadcasting system according to claim 1, said selecting means of said receiving apparatus having a plurality of selective information, wherein said selecting means compares a logical addition of each selective information with the attributive information, which is provided to the digital contents to select the digital contents in the case of recording the digital contents in said recording medium; and

selecting any one of the selective information and comparing the selected selective information with the attributive information, which is provided to the digital contents in the case of outputting the digital contents to said outputting means.

6. The broadcasting system according to claim 1, wherein said receiving apparatus comprises decoding code means for decoding the code of the encrypted digital contents and said receiving means receives the encrypted digital contents.

7. The broadcasting system according to claim 6, wherein said recording medium of said receiving apparatus records the digital contents before the code thereof is decoded.

8. The broadcasting system according to claim 1, wherein said receiving apparatus comprises accounting means for carrying out the accounting to the digital contents, which are outputted to said outputting means.

9. The broadcasting system according to claim 8, wherein said receiving apparatus comprises said decoding code means for decoding the code of the encrypted digital contents and said accounting means carries out the accounting upon decoding the code of the digital contents.

10. The broadcasting system according to claim 9, wherein said recording medium of said receiving apparatus records the digital contents before the code thereof is decoded and the digital contents that are recorded in said recording medium is provided with the accounting upon decoding the code thereof after they are reproduced by said recording medium.

11. A receiving apparatus comprising:
receiving means for receiving the digital contents and the attributive information showing the attribution of the digital contents from the broadcast station;

recording medium for recording the received digital contents and the received attributive information;

output means for outputting the received digital contents;

selecting means for comparing selective information showing a user's taste with the attributive information, which is provided to the digital contents to select the digital contents; and

controlling means for controlling to output the digital contents, which are selected by said selecting means, among the digital contents which are received by said receiving means, and the digital contents which are recorded in said recording medium or controlling to record the digital contents, which are selected by said selecting means, among the digital contents which are received by said receiving means.

12. The receiving apparatus according to claim 11, comprising display means for displaying title information of the digital contents, which are capable of being listened and viewed and the attributive information showing the attribution of this digital contents on said display means and selective information generation means for generating said selective information on the basis of inputted information, which is inputted by the user, in response to the displayed information.

13. The receiving apparatus according to claim 11, wherein said selective means updates the descriptive contents of said selective information on the basis of the attributive information which is provided to the digital contents, which are outputted or recorded by said controlling means.

14. The receiving apparatus according to claim 13, comprising transmitting means for transmitting the selective information, of which the descriptive contents are updated by said selective means, to said broadcast station.

15. The receiving apparatus according to claim 11, said selecting means having a plurality of selective information, wherein said selecting means compares a logical addition of each selective information with the attributive information, which is provided to the digital contents to select the digital contents in the case of recording the digital contents in said recording medium; and

selecting any one of the selective information and comparing the selected selective information with the attributive information, which is provided to the digital contents in the case of outputting the digital contents to said outputting means.

16. The receiving apparatus according to claim 11, comprising decoding code means for decoding the code of the encrypted digital contents and said receiving means receives the encrypted digital contents.

17. The receiving apparatus according to claim 16, wherein said recording medium records the digital contents before the code thereof is decoded.

18. The receiving apparatus according to claim 11, comprising accounting means for carrying out the accounting to the digital contents, which are outputted to said outputting means.

19. The receiving apparatus according to claim 18, comprising said decoding code means for decoding of the code of the encrypted digital contents and said

accounting means carries out the accounting upon decoding the code of the digital contents.

20. The receiving apparatus according to claim 19, wherein said recording medium records the digital contents before the code thereof is decoded and the digital contents that are recorded in said recording medium is provided with the accounting upon decoding the code thereof after they are reproduced by said recording medium.